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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

OVER 23 MILLION SUBS RECEIVE DUPLICATED NET STATIONS

FCC'S FOWLER OPENS DOOR TO MUST-CARRY PETITIONS

TCI PLANNING BID FOR GROUP W • COX PULLING OUT OF 'ON CABLE'

APPEALS COURT UNDERCUTS FCC POLE RATE CALCULATIONS

MAKING AWARDS WORK: ACADEMY EFFORT UNDER WAY

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Major growth possibilities for cable program services is possible now after the repeal of must-carry rules because A.C. Nielsen figures show more than half of cable subscribers receive two or more affiliates of one of the three major broadcast networks.

New must-carry rules 12
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TCI to bid on Group W 12
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TCI founder dies 16
The co-founder of Tele-Communications Inc., Betsy Magness, died in Germany after suffering a heart attack.

Farm Aid 22
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Court reviews FCC policy 23
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Houston crackdown 24
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Austrian tired of pot shots 25
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ON THE COVER
Members of the National Academy of Cable Programming are involved in plans for this year's ACE awards to be held in Los Angeles on Dec. 3. More money and manpower have been added in an attempt to make the show an important selling tool for the industry. Last years' award winners (shown on cover) included (upper right) WTBS—documentary series, *Cousteau/Amazon*; Lifetime—targeted audience series, *Working Mother*; and The Disney Channel—dramatic special, *Tiger Town*.

59% of subs get network dupes

Nielsen figures reveal switch-on opportunities

NEW YORK—In an indication of the potential posed by the repeal of the must-carry rule for cable services, figures compiled by the A.C. Nielsen Company's Cable On-line Data Exchange reveal that 59.2 percent, or over 22.4 million, of the nation's 38 million cable subscribers receive two or more affiliates of one of the three major broadcast networks, ABC, CBS and NBC.

Industry observers widely regard duplicated broadcast network outlets as being the most vulnerable to replacement by cable program services.

The figures also show that the 18 million cable subscribers have two or more ABC outlets, 16.6 million subs have more than one CBS station, and 17.1 million are offered more than one NBC affiliate.

Major growth possibilities for cable program services are offered by this situation, according to Frank Henson, marketing representative for Nielsen's Cable On-line Data Exchange. "A large percentage of the duplicates are on small-channel capacity systems, and these cable operators know that most people associate cable with the major program services," Henson noted. "The must-carrys have been a pain for these operators."

Cable executives queried offered a mixture of optimism and caution when discussing the switch-out potential such numbers might represent.

While USA President Kay Koplovitz estimated the removal of duplicated broadcast network outlets could mean her service "could access up to two million more subscribers," she was not predicting a large-scale move to cable program services would occur in the near future. "We've found that most cable operators are moving slowly in the area of channel change, and we don't expect significant changes until 1987," Koplovitz said.

Lifetime President Tom Burchill was also cautious. "I must tell you that we don't see an immediate qualifiable benefit," he noted. "In the next few months you're going to see some duplication eliminated and some marginal stations removed, but we see most of our long-term growth coming from internal growth, as the major MSO's wire the major cities."

Burchill said Lifetime sees a limited potential for growth from switch-out because, "We're already on almost everywhere on systems with 24 or better channels, and most of the places we're not on are 10-channel size systems with a lack of capacity."

Another potential snag, said Gil Paccio, vice president of affiliate relations at USA Network, is that many of the duplicated broadcast affiliates offer coverage of sports teams that would not otherwise be available to the cable subscriber. "In parts of Connecticut they get the Yankees and the Red Sox, and they think that's a pretty good deal," Paccio said. "Philadelphia is a zoo—you get the Phillies, the Washington Capitols and the Baltimore Orioles."

Still, Paccio described the potential for new subscribers offered by switch-out as "a bonanza, by any stretch of the imagination. The duplicates are by far the most vulnerable. You have systems in upstate New York that offer two or three of the same broadcast network, tying up six or seven channels, and that's criminal."

Even more bullish are Turner Broadcasting officials, who argue that cable program services such as CNN and WTBS have far more to offer the cable consumer than duplicated broadcast networks. While he acknowledged the cable industry adage that "You don't take anything away from a subscriber," WTBS Marketing Director Marty Lafferty said TBS estimates that as many as 10 million new subscribers can be obtained for CNN, CNN Headline News and WTBS as a result of repeal of the must-carry rule, with most of this coming from cable systems dropping duplicated broadcast nets.

"It's not of tremendous value to a customer to get two channels of duplicate programming," Lafferty asserted. He added that many systems may want to switch to use of "composite" channels, that would offer the most desirable programming, such as local news and sports, offered by the broadcast network affiliates.

—John Motavalli

Number of Headends (%)

	ABC	CBS	NBC	IND	EDUC
More than one:	43.5	43.6	42.7	85.8	24.5
Channel Capacity					
1-12	17.7	18.0	17.7	35.5	5.4
13-20	10.7	11.0	11.0	21.7	4.7
21-30	10.7	11.1	10.5	19.3	7.8
31+	4.4	3.6	3.9	9.3	6.6

Subscribers (%)

	ABC	CBS	NBC	IND	EDUC
More than one:	47.4	43.8	45.0	95.6	51.7
Channel Capacity					
1-12	4.4	4.6	4.3	7.7	2.2
13-20	5.5	5.6	5.3	8.9	3.0
21-30	19.7	19.0	18.2	35.0	16.4
31+	17.8	14.7	17.3	43.9	30.0

Source: Cable On-line Data Exchange, A.C. Nielsen Company. Copyright 1985

Film product comparison—October

Film	Pay Networks					Distributor
Actor				HTN*		TEN
Against All Odds	HBO	ST			(MAX)	Columbia
Agent 008 3/4			TMC*			New Century
All of Me	HBO	ST	TMC	HTN	MAX	Universal
All the President's Men	(HBO)		TMC*			Warner Bros.
All the Right Moves	(HBO)				MAX*	20th Century-Fox
American Hot Wax			TMC			Paramount
Amityville II: Possession, The	(HBO)				MAX	Delaurentiis
Apocolypse Now		(ST)	TMC			Paramount
Ashes of the Mrs. Reasoner					HTN	TEN
Baby Blue Marine		HBO				Columbia
Ballad of the Gregorio Cortez			(TMC)		MAX	Embassy
Beat Street	HBO				(MAX)	Orion
Being, The		(ST)	TMC			Best Film
Bells Are Ringing					HTN*	MGM/UA
Benji		(ST)			MAX	Viacom
Best Defense		ST*				Paramount
Big Bad Mama		ST				Viacom
Big Bounce, The					MAX	Warner Bros.
A Big Hand for the Little Lady			TMC		MAX*	Warner Bros.
Big Red One, The	HBO				(MAX)	Lorimar
Bishops Wife, The			(TMC)		MAX	Samuel Goldwyn
Blithe Spirit			TMC			New Century
Blue Lagoon, The	(HBO)		TMC*			Columbia
Border, The			TMC		MAX	Universal
Brainstorm	HBO		TMC			MGM/UA
Brother From, The Another Planet			TMC		MAX	Film Gallery
Buddy System, The	HBO	ST*		(HTN)	(MAX)	20th Century-Fox
Bustin Loose		ST			(MAX)	Universal
Cannonball Run II	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Carmen					MAX	Orion
Catherine & Co.		(ST)			MAX	Film Gallery
Chained Heat			TMC			The Movie Store
Chariots of Fire	HBO					Warner Bros.
Charlie's Aunt				HTN		Universal
Champions	HBO				(MAX)	Embassy
Children of the Corn			TMC		MAX*	New World
Christine					MAX	Columbia
C.H.U.D.	HBO*		(TMC)			New World
Cimarron		(ST)	TMC			MGM/UA
Cold Wind, A In August		ST				MGM/UA
Conflict: Man of Destiny				HTN		TEN
Country	HBO	ST	TMC	HTN		Buena Vista
Cross Country	HBO		(TMC)			New World

Mr. T in D.C. Cab

Film	Pay Networks					Distributor
Cry Rape*					MAX	Warner Bros.
Danton					MAX	Columbia
D.C. Cab	(HBO)				MAX*	Universal
Death Hunt			(TMC)		MAX*	20th Century-Fox
The Devil to Pay		ST				Goldwyn Classics
Dot and the Bunny					HTN	Satori
The Dresser	(HBO)				MAX	Columbia
Easy Rider			(TMC)		MAX	Columbia
East to Love		(ST)		HTN*		MGM/UA
Echoes of A Summer			TMC		(MAX)	MGM/UA
Eddie Macon's Run	(HBO)	ST	(TMC)	(HTN)	(MAX)	Universal
Evil That, The Men Do					MAX	Tri Star
Evil Under the Sun					MAX	Thorn EMI
Experience Preferred But Not Essential		ST*				Goldcrest Films
Fairy Tale*					MAX	Samuel Goldwyn
Fame	(HBO)				MAX*	MGM/UA
Fatty Finn			TMC			Satori
Fifth Floor, The		ST				Viacom
Firestarter	(HBO)	ST*	(TMC)		MAX*	Universal
Firstborn		ST				Paramount
Flashpoint	HBO					Silver Screen
Forbidden	HBO*					Jozak Decade
For the Use of the Hall				HTN		TEN
Friday the 13th: The Final Chapter		ST	(TMC)			Paramount
Frisco Kid, The				HTN	MAX	Warner Bros.
From Here To Eternity	(HBO*					Columbia
Get Crazy	HBO		TMC		(MAX)	Embassy
Girls of the White Orchid	HBO					King Features
Give My Regards to Broad Street	HBO	ST				20th Century-Fox
Goin' All the Way		ST			MAX*	Shapiro Ent.
Goin' South			TMC			Paramount
Going Berserk	HBO		(TMC)		(MAX)	Universal
The Gondola				HTN*		TEN
The Grey Fox	(HBO)	(ST)			MAX	Media Home
Gunga Din					MAX	RKO
Gun Glory		ST				MGM/UA
The Haircut				HTN*		Universal
Halloween	HBO		TMC*	HTN	(MAX)	Compass
Hambone & Hillie	(HBO)			HTN*	(MAX)	New World
Hanover Street	HBO				(MAX)	Columbia
Hard to Hold			TMC			Universal
Headin' for Broadway	HBO					Broadway Resources Corp.
Heart Breakers					MAX	Orion
High School U.S.A.		ST				King Features
Hooper			TMC		MAX	Warner Bros.
Hopscotch			TMC*		(MAX)	Viacom
The Hunger	HBO		TMC			MGM/UA
Iceman	(HBO)	(ST)	(TMC)	(HTN)	MAX	Universal
The Initiation		ST				New World
Intimate Moments					MAX	Embassy
The Jerk		ST			MAX	Universal
The Jigsaw Man	HBO		TMC			UFD
The Joy of Sex		(ST)	TMC			Paramount
The Karate Kid	HBO					Columbia
The Ladies of the Corridor				HTN*		TEN
Lassiter		(ST)			MAX*	Warner Bros.
Last Plane Out	HBO				(MAX)	New World
Last Tycoon, The			TMC			Paramount
Last Winter, The	HBO					Tri Star
Lenny					MAX*	MGM/UA
Life of Riley, The	HBO			(HTN)		Universal
Life on Earth	(HBO)			HTN*		Warner Bros.
Lonely Guy, The	(HBO)				MAX	Universal
Making the Grade	(HBO)			(TMC)	MAX	MGM/UA
Man Who Wasn't There, The		ST	TMC			Paramount
Midnight Madness	(HBO)			HTN		Buena Vista
Mike's Murder			TMC		(MAX)	Warner Bros.
Minor Miracle, A				HTN*		K-Pay
Miracle of Kathy Miller, The	HBO					Universal
Missing In Action	HBO	ST	TMC		MAX	Cannon Pay TV
Mr. Blanding Builds His Dream House					MAX	RKO
Misunderstood	(HBO)			HTN	(MAX)	MGM/UA
Monty Python's Life of Brian			TMC			Warner Bros.
Monty Python's The Meaning Of Life	HBO		(TMC)			Universal
Moonrunners, The			TMC		MAX	MGM/UA

Film	Pay Networks					Distributor
Moscow on the Hudson	HBO	ST				Columbia
Nesting, The		ST*				Castle Hill
Neverending Story, The	HBO	ST	TMC		MAX	Warner Bros.
Next Year At All Goes Well			TMC			New World
Nickel Mountain	HBO					ZIV International
Night Moves			TMC			Warner Bros.
A Night in Heaven			TMC			20th Century Fox
Night of the Juggler			TMC*			Venture
Ninja III — The Domination			TMC			Cannon Pay TV
Old Gun, The			TMC			Delicacy Prod.
Osterman Weekend, The		ST*				Dove Pictures
Our Mother's House		ST				MGM/UA
Painted Hills, The			TMC			MGM/UA
People Will Talk			TMC		MAX	20th Century Fox
Perry			TMC*			Venture
Personal Best			TMC*			Warner Bros.
Personals, The	HBO		TMC			Venture
Police Academy	HBO	ST*	TMC		MAX	Warner Bros.
Power And The Prize, The		ST		HBO*		MGM/UA
Private School	HBO	ST			MAX	Universal
Purple Hearts	HBO		TMC		MAX	Warner Bros.
q		ST	TMC			UAA
Race for Us Yankee Zephyr			TMC	HBO	MAX	Mundale
To Race the Wind	HBO					Venture
Racing With the Moon		ST	TMC			Paramount
Ranch, The		ST				MGM/UA
Raiders of the Lost Ark	HBO		TMC	HBO	MAX	Paramount
Railway Children, The		ST				Venture
Rainbow Country					MAX	MGM/UA
Red Dawn	HBO	ST	TMC*		MAX	MGM/UA
Reuben, Reuben		ST				20th Century Fox

Karate instructor Martin Kove (left) lets Noriyaki "Pat" Morita know who's boss as Ralph Macchio looks on in Columbia Pictures' The Karate Kid.

Moscow on The Hudson *starring Robin Williams and Maria Conchita Alonso.*

Night Of The Juggler *starring James Brolin.*

Film	Pay Networks					Distributor
Rhinestone	HBO	ST	TMC		MAX*	20th Century Fox
Right Stuff, The	HBO*	ST	TMC	HBO*		Warner Bros.
Rip Tide			TMC			Warner Bros.
River Rat, The		ST*				Paramount
Rocketeer, The	HBO	ST			MAX	20th Century Fox
Ruby			TMC*	HBO		Universal
Twilight Zone			TMC		MAX*	Universal
Running Brave	HBO	ST	TMC	HBO*		Buena Vista
Scandalous	HBO					Fox/Lorimar
Scarface	HBO	ST			MAX	Universal
Secret of the Golden Dragon, The		ST	TMC	HBO		Venture
Secret Life of an Extra	HBO*		TMC		MAX	Universal
Seven Hours of Terror				HBO*		MGM/UA
Sharpshooter	HBO					Warner Bros.
Short Fuse					MAX	Columbia
Slapshot			TMC			Universal
Somewhere Tomorrow	HBO		TMC	HBO		Filmways
Spanish Fly		ST*				Disney
Stacy's Knights	HBO					Warner Bros.
Story of Us, The					MAX	Paramount/Polygram
Stuck On You		ST				Disney
The Stud		ST				Brent Walker
Suspicion					MAX*	HBO
Swallows & Amazons			TMC*			Venture
Sweet Revenge (1987)					MAX	20th Century Fox
Swing Shift	HBO		TMC	HBO	MAX	Warner Bros.
T.A.G.	HBO		TMC		MAX	Venture
Tank	HBO	ST	TMC	HBO		Universal
Taps	HBO		TMC			Warner Bros.
Terror in the Aisles	HBO	ST	TMC			Universal
That Was Then, This Is Now		ST			MAX	MGM/UA
They Call Me Bruce	HBO	ST			MAX	Film Ventures
The Thing					MAX	HBO
Three Fugitive Women				HBO*	MAX	MGM/UA
To Be Or Not To Be				HBO	MAX	Universal
Too Far To Go					MAX	TLC
Top Secret!		ST	TMC*			Paramount
To Live & Die			TMC*			MGM/UA
The Tunnel Murders				HBO		Turner Program. Services
Twice Dead Eddie				HBO*		MGM/UA
Twenty A Week	HBO	ST		HBO		20th Century Fox
Unconquered Valley		ST	TMC			MGM/UA
Unbelievable Truth	HBO	ST		HBO	MAX	20th Century Fox
Vamp			TMC*	HBO*		Universal
V.I.P.s, The		ST				MGM/UA
Venus			TMC			Venture
Waterfront, The			TMC			Trimod
Wildcats of Wyoming					MAX	Columbia
Winning Up					MAX*	PMP
Winterhawk					MAX*	New World
Way Out West			TMC		MAX	Hal Roach Studios
Weekend Pass		ST	TMC			Cannon
Westerner, The		ST	TMC		MAX	Samuel Goldwyn
Where the Lilies Bloom					MAX	MGM/UA
Who's Afraid of Virginia Woolf		ST		HBO		Warner Bros.
Wicked Lady, The	HBO	ST	TMC		MAX	Venture
Wicker Man, The			TMC			Hemdale
Wild Life, The	HBO	ST	TMC			Universal
Windwalker	HBO	ST	TMC			Pacific International Enterprises
Without A Trace					MAX*	20th Century Fox
Wuthering Heights	HBO	ST			MAX	Samuel Goldwyn
Year of Living Dangerously, The	HBO	ST				MGM/UA
Yentl					MAX*	MGM/UA